

# Emerging data trends in supply chain management

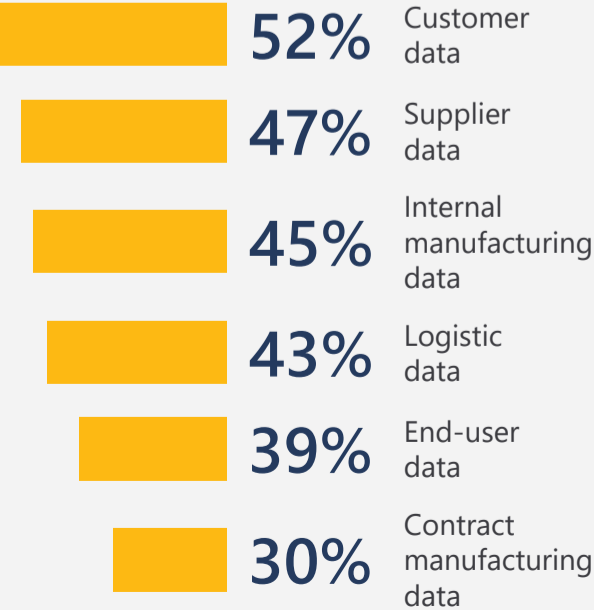
The tools and thinking around supply chain management have not been immune to digital transformation. To shed light on industry trends, Microsoft sponsored the 2019 report "Putting customers at the center of the OEM supply chain."



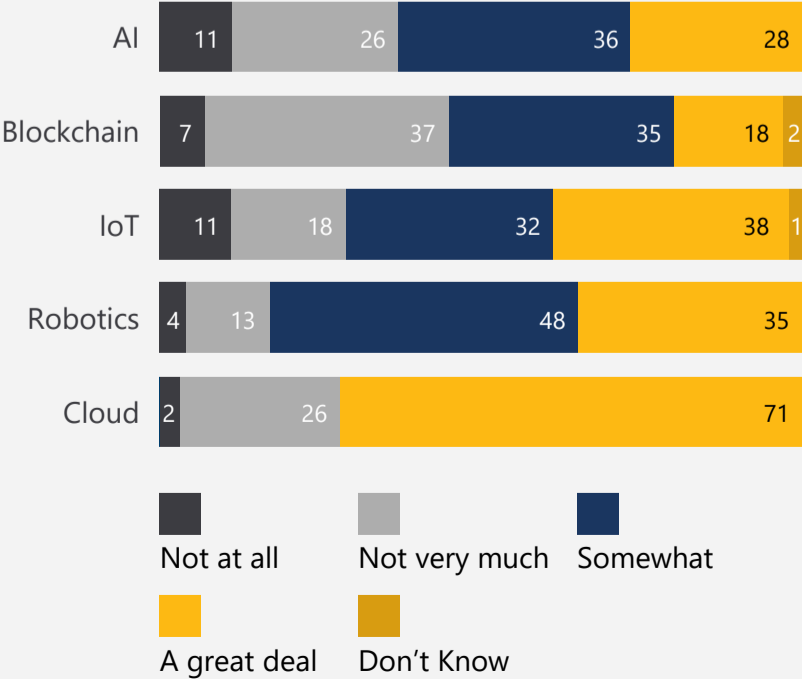
99% of OEMs believe that the digital transformation of their supply chain is important to meeting their organization's strategic objectives



What type of data do you expect to be most helpful in meeting your strategic objectives?  
% of respondents



How important are each of the following technologies for the collection and analysis of your data?  
% of respondents



\*Economist Intelligence Unit Limited, 2019, Putting customers at the center of the OEM supply chain